

<b>WPXI</b>	4145 Evergreen Road Pittsburgh, PA 15214
<b>Shorr &amp; Associates</b>	1631 Chestnut Street Philadelphia, PA 19103
<b>WPXI</b>	

**Contract #** **330964** **Date Entered** 09/11/12 **Last Modified** 09/11/12 **Entered By** Jennifer Stewart **CO-OP** Yes **Headline #** 06311203 **Demo** Normal

**Schedule Dates** 09/12/12-09/17/12 **Order Type** Package Deal **Commission %** 15.00

**Advertiser** Pol/R Casey/DIS Senate (16759) **Commission** \$10,222.50 **Net Total** \$57,927.50

**Agency** Shorr & Associates (2909) **Buyer Name** D'ETTORRE, MICHAEL

**Product** Political - Federal Candidate (1067) **Phone/Fax** / **CPE** N/A

**Brand** POL/R CASEY/D/SEN/PA (134170) **Account Types** National/Political

**Salesperson** Telerep/Washington DC, Washington DC (1040) **Billing Type** Standard

**Sales Office** Telerep/Washington DC **Comments** BOB CASEY 9/11  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*,

QF

Replanment of

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	5:29A- Channel 11 News				1	1			3	\$750.00	\$2,250.00	Pittsburgh (WPXI)	NEWS 530A-6A/1	9/11/12	
2.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	5:29A- Channel 11 News	1							1	\$750.00	\$750.00	Pittsburgh (WPXI)	NEWS 530A-6A/2	9/11/12	
3.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	5:59A- Channel 11 News		1	1	1				3	\$1,100.00	\$3,300.00	Pittsburgh (WPXI)	NEWS 6-7A/3	9/11/12	
4.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	5:59A- Channel 11 News	1							1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 6-7A/4	9/11/12	
5.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	7A- 8A (EST)				2	2	2		6	\$850.00	\$5,100.00	Pittsburgh (WPXI)	TODAY 7-8A/5	9/11/12	
6.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	7A- 8A (EST)	2							2	\$850.00	\$1,700.00	Pittsburgh (WPXI)	TODAY 7-8A/6	9/11/12	
7.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	8A- 9A (EST)				2	2	2		6	\$800.00	\$4,800.00	Pittsburgh (WPXI)	TODAY 8-9A/7	9/11/12	
8.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	8A- 9A (EST)	2							2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	TODAY 8-9A/8	9/11/12	
9.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	10A- Ellen				1	1	1		2	\$450.00	\$900.00	Pittsburgh (WPXI)	ELLEN/9	9/11/12	
9.0.1	Closed Preempt	09/12/12															Marked as Did not Air/Spot	-	
10.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	10A- Ellen				1				1	\$450.00	\$450.00	Pittsburgh (WPXI)	ELLEN/10	9/11/12	

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: Date: Accepted-Station: Date: Comments:

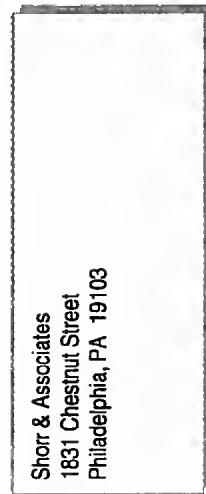
WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

**Contract #****330964**

**WPXI**  
4145 Evergreen Road  
Pittsburgh, PA 15214



**Short & Associates**  
1831 Chestnut Street  
Philadelphia, PA 19103



Schedule Dates	09/12/12-09/17/12	Date Entered	09/11/12
Advertiser	Po/R Casey/D/US Senate (16759)	Last Modified	09/11/12
Agency	Short & Associates (2909)	Entered By	Jennifer Stewart
Product	Political - Federal Candidate (1067)	CO-OP	Yes
Brand	PO/R CASEY/D/SEN/PA (134170)	Headline #	06311203
Salesperson	Telerep/Washington DC, Washington DC (1040)	Order Type	Normal
Sales Office	Telerep/Washington DC	Package Deal	
Buyer Name	D'ETTORRE, MICHAEL	Commission %	15.00
Phone/Fax	/	Commission	\$10,222.50
CPE	N/A	Net Total	\$57,927.50
Account Types	National/Political	Sales Tax	
Billing Type	Standard		
Comments	BOB CASEY 9/11 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,		

<b>Pittsburgh (WPXI)</b>				
By Broadcast Month				
Sep. 2012	Spots	54	Rate	\$68,150.00
Grand Total:		54		\$68,150.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	4p- Judge Judy 4p				1	1	1		3	\$550.00	\$1,650.00	pittsburgh (WPXI)	JUDY 4P/11	9/11/12	
12.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	4p- Judge Judy 4p					1			1	\$550.00	\$550.00	pittsburgh (WPXI)	JUDY 4P/12	9/11/12	
13.0	Normal Line / Spot	09/15/12-09/15/12	3	:30	6p- CHANNEL 11 NEWS						1		1	\$850.00	\$850.00	pittsburgh (WPXI)	NEWS 6-630P/13	9/11/12	
14.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	6:59p- Jeopardy				1	1	1		3	\$2,200.00	\$6,600.00	pittsburgh (WPXI)	JEOP 7-730P/14	9/11/12	
15.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	6:59p- Jeopardy					1			1	\$2,200.00	\$2,200.00	pittsburgh (WPXI)	JEOP 7-730P/15	9/11/12	
16.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	7:30p- WHEEL OF FORTUNE				1	1	1		3	\$2,200.00	\$6,600.00	pittsburgh (WPXI)	WHEEL 730P/16	9/11/12	
17.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	7:30p- WHEEL OF FORTUNE					1			1	\$2,200.00	\$2,200.00	pittsburgh (WPXI)	WHEEL 730-8P/17	9/11/12	
18.0	Normal Line / Spot	09/15/12-09/15/12	3	:30	7p- Jerome Bettis 7-730p					2		2		\$925.00	\$1,850.00	pittsburgh (WPXI)	BETTIS 7-730P/18	9/11/12	
19.0	Normal Line / Spot	09/15/12-09/15/12	3	:30	7:30p- Hines Ward Show					2		1		\$800.00	\$800.00	pittsburgh (WPXI)	HINES 730-8P/	9/11/12	
19.0.1	Closed Preempt	09/15/12															Pittsburgh (WPXI)	Separation/5pt- st	
20.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	10:59p- CHANNEL 11 NEWS		5		x	x	x	x	5	\$2,700.00	\$13,500.00	pittsburgh (WPXI)	LATE NEWS/20	9/11/12	
21.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	10:59p- CHANNEL 11 NEWS			1					1	\$2,700.00	\$2,700.00	pittsburgh (WPXI)	LATE NEWS/21	9/11/12	

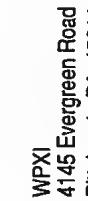
**CONFIRMATION CONTRACT**

Date:

Accepted-Station:

Comments:

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Pittsburgh, PA 15214

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

**Schedule Dates**

09/12/12-09/17/12

**Advertiser**

Shorr &amp; Associates

**Agency**

(2909)

**Product**

Political - Federal Candidate

**Brand**

(1067)

**Brand**

POL/R CASEY/D/SEN/PA

**Salesperson**

(134170)

**Sales Office**

Telerep/Washington DC

**Buyer Name**

D'ETTORRE, MICHAEL

**Phone/Fax**

/

**CPE**

N/A

**Account Types**

National/Political

**Billing Type**

Standard

**Comments**

BOB CASEY 9/11

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*,

**Date Entered**

09/11/12

**Last Modified**

09/11/12

**Entered By**

Jennifer Stewart

**CO-OP**

Yes

**Headline #**

06311203

**Demo****Order Type**

Normal

**Package Deal****Commission %**

15.00

**Commission**

\$10,222.50

**Net Total**

\$57,927.50

**Sales Tax****Comments**

<b>Pittsburgh (WPXI)</b>		<b>Spots</b>	<b>Rate</b>
By Broadcast Month			
Sep. 2012	54	\$68,150.00	
Grand Total:	54	\$68,150.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
22.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	11:34P- TONIGHT SHOW			1	1	1		3		\$925.00	\$2,775.00	Pittsburgh (WPXI)	TONIGHT/722	9/11/12	
23.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	11:34P- TONIGHT SHOW		1				1				\$925.00	Pittsburgh (WPXI)	TONIGHT/723	9/11/12	
24.0	Normal Line / Spot	09/16/12-09/16/12	3	:30	11:30P- Channel 11 News Following Football 1130P						1	1			\$3,000.00	Pittsburgh (WPXI)	NEWS FLW F8 1110P-1235A	9/11/12	

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Accepted-station:	Comments:
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